

# ENSURE YOUR FOODSERVICE COMPANY FLOURISHES IN A POST COVID-19 RECESSION

In the midst of the COVID-19 cost-cutting measures, failing to support brands or examine core customers' changing needs can jeopardize performance over the long term. Companies that put customer needs first and nimbly adjust strategies, tactics, and product offerings in response to shifting demand are more likely than others to flourish both during and after a recession. Foodservice IP's new program is designed to help food companies fine-tune their strategies according to the new normal.

## PROGRAM OBJECTIVES

- Protect your human capital and maximize the efficiency of your foodservice team.
- Review current marketing and sales practices to streamline efforts without sacrificing quality or inconveniencing customers.
- Determine how best to protect cash flow through these optimizations.
- Identify how food companies can capitalize on existing clients/prospects.
- Establish clear goals, objectives, and strategies to ensure preparedness for an imminent recession.

## METHODOLOGY

1. **Half-day immersion session** with stakeholders in a focus-group format to collectively identify strengths and challenges.
2. **300 consumer surveys** to examine current foodservice spending attitudes and behaviors post-Coronavirus.
3. **300 foodservice operator interviews** with both chain and non-commercial executives to test consumer contextual research findings and uncover supplier satisfaction insights.
4. **Upgrade your feedback loop with optional interviews of 10 sponsor customers and/or prospects** around operational needs in a recession.
5. **Analysis, reporting, and final virtual work session** to develop a strategic business plan for the next 18 - 24 months that will highlight sponsor go-to-market strengths and reduce inefficiencies. We can also offer implementation assistance in web content and marketing strategy for an additional fee. Due to the timing and the need for first-mover results, the program will take only 8-10 weeks to complete.

## NEXT STEPS


Fast-track your Covid-19 response planning today by completing the acceptance form on the following page or contact:

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## FSIP DELIVERS


We offer deeper strategic insights at an unmatched level of quality.




Products and brands to emphasize during a soft economy.



Recommended efficiencies in sales and marketing, including web and digital content.



Identification of direct and indirect competition and ways to leverage strengths and core competencies.



A clear but comprehensive tactical plan to streamline operations and boost profitability in a soft economy.

# CLIENT AGREEMENT

## Ensure Your Foodservice Company Flourishes in a Post Covid-19 Recession

- I'd like to purchase the program for \$22,000.
- Please upgrade my sponsorship to include client interviews (\$5,000), for a total cost of \$27,000.
- Please defer my payment until October 2020 (normal billing policy is 50% upon signing)

### ACCEPTANCE

Name\_\_\_\_\_

Title\_\_\_\_\_

Company\_\_\_\_\_

Address\_\_\_\_\_

Phone\_\_\_\_\_

Fax\_\_\_\_\_

Email\_\_\_\_\_

Signed\_\_\_\_\_

Date\_\_\_\_\_

Once approved, please sign, scan, and email this form to your FSIP representative:

**TIM POWELL**  
tpowell@foodserviceIP.com

**ABBY DEAN**  
adean@foodserviceIP.com

Thank you for your business!